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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/752,201	12/30/2000	Bradley W. Mitchell	42390P10208	8111
59796	7590	02/19/2008	EXAMINER	
INTEL CORPORATION c/o INTELLEVATE, LLC P.O. BOX 52050 MINNEAPOLIS, MN 55402			AHN, SANGWOO	
ART UNIT		PAPER NUMBER		
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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

<b>Office Action Summary</b>	Application No.	Applicant(s)
	09/752,201	MITCHELL, BRADLEY W.
	Examiner	Art Unit
	SANGWOO AHN	2166

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) Responsive to communication(s) filed on 31 October 2007.
- 2a) This action is **FINAL**.                            2b) This action is non-final.
- 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) Claim(s) 1-22 and 24-31 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) Claim(s) \_\_\_\_\_ is/are allowed.
- 6) Claim(s) 1-22,24-31 is/are rejected.
- 7) Claim(s) \_\_\_\_\_ is/are objected to.
- 8) Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) The specification is objected to by the Examiner.
- 10) The drawing(s) filed on \_\_\_\_\_ is/are: a) accepted or b) objected to by the Examiner.  
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) All    b) Some \* c) None of:
  1. Certified copies of the priority documents have been received.
  2. Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) Notice of References Cited (PTO-892)
- 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) Information Disclosure Statement(s) (PTO/SB/08)  
 Paper No(s)/Mail Date \_\_\_\_\_.
- 4) Interview Summary (PTO-413)  
 Paper No(s)/Mail Date. \_\_\_\_\_.
- 5) Notice of Informal Patent Application
- 6) Other: \_\_\_\_\_.

## **DETAILED ACTION**

### ***Continued Examination Under 37 CFR 1.114***

A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 10/31/2007 has been entered.

### ***Response to Amendment***

Claims 1 – 22 and 24 – 31 are pending in this Office Action.

Claims 1, 15, 21 and 28 have been amended.

Claim 23 has been canceled.

### ***Response to Arguments***

Applicant's arguments have been considered but are moot in view of the new ground(s) of rejection.

### ***Claim Rejections - 35 USC § 102***

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the

applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

**Claim 1 – 22 and 24 – 31 are rejected under 35 U.S.C. 102(e) as being anticipated by U.S. Publication Number 2002/0016771 issued to Kevin Carothers et al. (hereinafter “Carothers”).**

Regarding claim 1, Carothers discloses,

A method of compiling electronic data comprising:

receiving electronic data on a computing platform from at least one external source (Figures 1 – 2, par 9: 2 – 7, par 47: 5 – 8, et seq.), wherein the electronic data comprise metrics corresponding to online activity, and wherein online activity related to data comprising online events and/or online electronic transactions, the electronic data to be used for online analytical processing of data (par's 4 - 7, par 55: 4, et seq.);

updating said electronic scoreboard of data (par 50: 5 – 6, et seq.); and

calculating at least one measurement of updated scoreboard data.

Regarding claim 2, Carothers discloses a remote computing platform coupled by a network to the computing platform that receives the electronic data (Figures 1 – 2, et seq.).

Regarding claim 3, Carothers discloses data collection software executing on said remote computing platform (Figures 1 – 2, par 47: 5 – 8, et seq.).

Regarding claim 4, Carothers discloses removing at least a portion of collected electronic data after a particular amount of time has elapsed (par 124: customer activation usage reports gets updated continuously, for example, if a user had been

active to a certain point in time but has been inactive every since for over a month, his/her category would be changed to one-month inactive, therefore removed from active category, et seq.).

Regarding claim 5, Carothers discloses removing at least a portion of collected electronic data after a particular amount of data is collected (par 124, et seq.).

Regarding claim 6, Carothers discloses said one or more data fields contain one or more periodically updated lists of related electronic data values (par 119: 3 – 7, par 124, et seq.).

Regarding claim 7, Carothers discloses,

A method of reporting electronic data, said method comprising:

(a) retrieving at least a portion of one or more measurement values related to the electronic data (Figures 1 – 2, par 9: 2 – 7, par 47: 5 – 8, et seq.), wherein the electronic data related to online activity, and wherein online activity related to data comprising online events and/or online electronic transaction, the electronic data to be used for online analytical processing of data (par's 4 - 7, par 55: 4, et seq.);

(b) comparing a least a portion of one or more measurement values to one or more threshold values (Figures 20 – 24, par 124, et seq.);

(c) determining whether to designate at least a portion of the electronic data related to the one or more measurement values for reporting, based at least in part on the comparison (Figures 20 – 24, par 124, et seq.); and

(d) sending at least the portion of the electronic data designated for reporting to a remote device (Figures 1 – 2, par 47: 22 – 27, et seq.).

Regarding claim 8, Carothers discloses statistical values obtained from a sample of the electronic data (Figures 20 – 24, par 115: 3 – 9, par 124, et seq.).

Regarding claim 9, Carothers discloses said one or more threshold values comprise one or more numerical values that relate at least in part to said statistical values (par 124, et seq.).

Regarding claim 10, Carothers discloses the electronic data comprises text data (par 4 – 7, et seq.).

Regarding claim 11, Carothers discloses comparing the one or more threshold values to the one or more measurement values, and issuing at least one electronic report if the one or more measurement values exceeds the one or more threshold values (Figures 20 - 24, par 124, et seq.).

Regarding claim 12, Carothers discloses the one or more threshold values are configurable (par 48: 7 – 8, par 120: 12 – 13, et seq.)

Regarding claim 13, Carothers discloses the configuration is determined by a user (par 48: 7 – 8, par 120: 12 – 13, et seq.).

Regarding claim 14, Carothers discloses the remote device comprises a computing platform capable of receiving electronic data (Figures 1 – 2, par 47: 5 – 8, et seq.).

Regarding claim 15, Carothers discloses,

A method of generating electronic reports, said method comprising:

(a) collecting electronic data from at least one external source (Figures 1 – 2, par 9: 2 – 7, par 47: 5 – 8, et seq.), wherein the electronic data comprise metrics

corresponding to online activity, and wherein online activity related to data comprising online events and/or online electronic transactions, the electronic data to be used for online analytical processing of data (par's 4 - 7, par 55: 4, et seq.);

- (b) inserting the collection of electronic data into a plurality of associated data fields, with each of said associated data field representing data that corresponds to a same or similar online activity (Figures 15 – 18; 20 – 24, par 49: 2 – 6, et seq.);
- (c) assigning scores to at least a portion of the data contained in the plurality of data fields (Figures 15 – 18; 20 – 24, par 52: 16 – 17, par 120: 1 – 8, par 121: 11 – 12, et seq.);
- (d) issuing electronic reports based at least in part on said scores (Figures 20 – 24, par 47: 22 – 27, et seq.).

Regarding claim 16, Carothers discloses steps (b), (c) and (d) are repeated based at least in part on additional collected electronic data (par 124, et seq.).

Regarding claim 17, Carothers discloses,

A method of data reduction comprising:

receiving interrelated electronic data regarding electronic transactions occurring via at least one selected web site (par's 4 – 7, par 55: 4, et seq.);  
compiling said interrelated data into a plurality of data fields, said data fields arranged to provide sample statistics of said interrelated data (Figures 15 – 18; 20 - 24, par 49: 2 - 6, et seq.);

updating said interrelated electronic data fields with additional data regarding more recent electronic transactions occurring via said at least one selected web site,

wherein said updating updates said sample statistics (par 52: 16 – 17, par 121: 11 – 12, par 124, et seq.);

after at least one update, comparing said updated sample statistics with at least one preset threshold value (par 124, et seq.); and

generating at least one report based at least in part on the comparison (Figures 20 – 24, par 47: 22 – 27, et seq.).

Regarding claim 18, Carothers discloses said sample statistics comprise at least the mean and standard deviation (par 52: 16 – 17, par 121: 11 – 12, et seq.).

Regarding claim 19, Carothers discloses said threshold value is configurable (par 48: 7 – 8, par 120: 12 – 13, et seq.).

Regarding claim 20, Carothers discloses updating said one or more data fields by omitting at least a portion of the collected electronic data other than said additional data (Figures 20 - 24, par 124, et seq.).

Regarding claim 21, Carothers discloses,

A method of displaying electronic data, said method comprising:

(a) receiving at least a portion of electronic data reports from at least one external source, wherein the electronic data reports comprise electronic data collected and compiled, and reported based at least in part on a priority system, wherein said priority system comprises comparing one or more threshold values to one or more statistical or representative values of at least a portion of the collected electronic data (Figures 1 – 2; 15 – 18; 20 – 24, par 9: 2 – 7, par 47: 5 – 8; 22 - 27, par 49: 2 - 6, par 52: 16 - 17, par 120: 1 - 8, par 121: 11 - 12, et seq.); and

(b) displaying at least a portion of the electronic data reports as a computer output (Figures 15 – 18; 20 – 24, et seq.).

Regarding claim 22, Carothers discloses said electronic data reports comprise data at least partially relating to online or internet activity (par's 4 – 7, et seq.).

Regarding claim 24, Carothers discloses,

An article comprising:

a storage medium having stored thereon instructions, that when executed by a computing platform, result in execution of an electronic report generator, by:

collecting electronic data from at least one external source, wherein the electronic data comprise metrics corresponding to online activity, and wherein online activity related to data comprising online events and/or online electronic transactions, the electronic data to be used for online analytical processing of data (par's 4 - 7, par 55: 4, et seq.);

compiling said collected electronic data (Figures 15 – 18; 20 – 24, par 49: 2 – 6, et seq.); and

reporting said compiled electronic data based at least in part on a priority basis (Figures 1 – 2, par 47: 22 – 27, et seq.).

Regarding claim 25, Carothers discloses said medium further has stored thereon instructions that, when executed, result in said electronic data being compiled by inserting at least a portion of said collected electronic data into one or more data fields (Figures 15 – 18; 20 – 24, par 49: 2 – 6, et seq.).

Regarding claim 26, Carothers discloses said medium further has stored thereon instructions that, when executed, result in determining one or more measurement values of said electronic data, wherein said measurement values comprise one or more representative values of at least a portion of said collected electronic data (Figures 20 – 24, par 52: 16 – 17, par 121: 11 – 12, et seq.).

Regarding claim 27, Carothers discloses said medium further has stored instructions that, when executed, result in determining priority based at least in part on the comparison of said one or more measurement values to one or more threshold values, wherein said one or more threshold values comprises one or more numerical values that relate at least in part to said one or more measurement values (Figures 20 – 24, par 124, et seq.).

Claim 29 is rejected based on the same rationale discussed in claim 24 rejection.

Regarding claim 30, Carothers discloses determining one or more measurement values of said electronic data, wherein said measurement values comprise one or more representative values of at least a portion of said collected electronic data (Figures 20 – 24, par 52: 16 – 17, par 121: 11 – 12, et seq.).

Regarding claim 31, Carothers discloses said priority is determined at least in part on a comparison of said one or more measurement values to one or more threshold values, wherein said one or more threshold values comprises one or more numerical values that relate at least in part to said one or more measurement values (Figures 20 – 24, par 124, et seq.).

***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to SANGWOO AHN whose telephone number is (571)272-5626. The examiner can normally be reached on M-F 10-6.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Hosain Alam can be reached on (571) 272-3978. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Patent Examiner Sangwoo Ahn  
AU 2166

2/11/2008 SW

  
HOSAIN ALAM  
PRIMARY PATENT EXAMINER